

Abstract

Title: Comparison of securing sponsors in the Czech Hockey Federation and the Czech Floorball Union.

Objectives: The aim of this work is based on examination of effectiveness of securing sponsors make recommendations on how the field hockey federation should pursue this issue further, or suggest possible measures to improve the promotion of field hockey, and thus to increase the interest of potential sponsors.

Methods: The practical part is based on data collection and subsequent analysis. The collection of information, I used an in-depth interviews, internal materials and Internet resources available to both entities compared.

Results: Provide an overview of the implementation options for sponsors and donors change the way providing improved marketing activities Czech Hockey Federation.

Keywords: sponsorship, sports marketing, sports advertising, interview